



Orange County Public Schools

445 West Amelia Street • Orlando, FL 32801-1129 • Phone 407.317.3200 • www.ocps.net

June 3, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

Dear Chairman Martin,

I would like to share with you some of the wonderful partnership activities CBS Radio Orlando has provided to Central Florida school districts.

In August 2006, CBS Radios approached Orange County Public Schools with the concept of hosting and planning a Parent Challenge Campaign to benefit the Central Florida school districts. Over the course of eight months, Orlando CBS Radio and Orange County Public Schools developed the program structure and coordinated implementation efforts with Osceola and Seminole county school districts. To ensure the campaign was cost-free to the school districts, CBS Radio solicited a title sponsor, McCoy Federal Credit Union and four other corporate sponsors.

The Parent Challenge campaign goals were to:

- Increase parent participation and improve communication between schools and parents.
- Encourage parents to be more accountable at home, at school and in the community.
- Provide parents with helpful tips and resources to assist them.
- Improve parent and community perception of schools.

More than 1,000 Parent of the Week entries were submitted, of which, 20 parents were recipients of gift certificates, theme park tickets, weekend getaways and a Visa gift card. All Central Florida schools received approximately 100 Parent Resource Guides per site; schools wanted more. Parents also heard daily activities they could participate in, such as "When you are cooking, encourage your child to read the recipes along with you and help in the food preparation". In addition, CBS Radio increased their partnership by enlisting the help of Albertson's Supermarkets and A Gift for Teaching to host school supply drives in 17 Albertson's locations in August 2007.

During the 2008-2009 school year, CBS Radio's will extend their challenge to the "Family Challenge." The family involvement challenge will have five components: parent involvement, student involvement, family education enrichment, community outreach, and family health and fitness. Participants of this challenge will be documented by completing their "Family Challenge Planner". Individuals who submit their planner will qualify to win a Family Vacation for four!

BUDGET: District cost: \$0

CBS Radio Orlando: In-kind and financial cost: \$50,000+

Number of Items Produced/Activities:

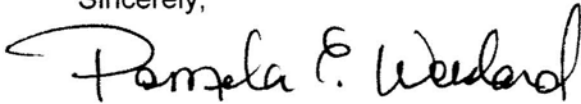
- 30,000 – Parent Resource Guide – four color 12 pages pocket guide
- 1 – On-air Parent Tips
- 5 – On-air 30 minute interviews with area superintendents, school administrators
- 20 – Parent of the Week Contest

- 1,500 – Live and produced promotional radio announcements per month by Orlando CBS Radio stations (MIX 105.01, 102 JAMZ and O-Rock 105.9)
- 1 – School Parent of the Week Letter distributed to approximately 250,000 households
- 3 – Web site pages
- 3 – Video Web tips
- 17 – School Supply Drive with Albertson's and A Gift for Teaching
- 150 – School Supply commercials

It is my distinct pleasure to formally thank CBS Radio Orlando for their tireless efforts to give back to the Central Florida community through using the tool that reaches millions of people daily – the radio.

If you have any questions, please give me a call at 407.317.3200.2990.

Sincerely,

A handwritten signature in black ink that reads "Pamela E. Woulard". The signature is fluid and cursive, with a large initial "P" and a stylized "W".

Pam Woulard
Senior Manager
Community Resources
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407.317.3200.2990

c: Earnest L. James
Senior V.P./Market Manager
CBS Radio Orlando